



**OBTC 2017 at Providence College
June 14th – 17th, 2017**

Submission Template

SUBMISSION GUIDANCE

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Submission Template for the 2017 OBTC Teaching Conference for Management Educators

1) Title, Abstract & Keywords

In your abstract, please include a brief session description (not to exceed 100 words), and three to four keywords. If your proposal is accepted, this description will be printed in the conference program.

Building Micro Learning to Support Online Students

Students entering or reentering higher education experience challenges that are societal, organizational and intellectual. Designing instructional materials to meet the needs of students must be considered when creating curricular supporting materials. While the use of web tutorials and other technology based curriculum can assist the student with technology integration to the organization, it can alienate individuals who are not technology savvy.

Institutions micro learning provides timely support that advances and supports students' at time of need. Micro learnings allow flexibility and timely application. Just-in-time micro learning experiences prevent the student from "drinking from the fire hydrant of information."

Micro learning,retention,curriculum,retention

2) Teaching Implications:

What is the contribution of your session to management pedagogy/andragogy? Specifically, please include your learning objectives, and describe what management and/or teaching topics are relevant to your session, and why. Also, include theoretical, disciplinary, or theoretical foundations that will help reviewers understand how your ideas fit within the broader field of management.

As management educators find ways to engage their students in an online modality and in the classroom, they need to look beyond strategies that have been successful within a face to face environment. Management texts, websites and cases may not be the only resources the student needs to be successful in meeting the objectives of the course or program.

From the works of Theo Hug, micro learning can be used to learn more about a topic within less than 15 minutes and simulates the "need to know" information in a realistic way. These micro learnings can be assessed to validate if the student can apply the concept or if the student will require additional support on the topic.

The objectives in this session are:

1. Describe micro learning
2. Demonstrate the application of micro learning concepts
3. Formulate strategies for future application of micro learning

3) Session Description and Plan:

What will you actually do in this session? If appropriate, please include a timeline estimating the activities will you facilitate: how long will they take, and how will participants be involved? Please remember that reviewers will be evaluating how well the time request matches the activities you'd like to do, and the extent you can reasonably accomplish the session's goals. Reviewers will also be looking for how you are engaging the participants in the session.

I am proposing a 30 minute session. I do have enough content for 60 minutes and can expand this session to talk about feedback received from testing of a micro learning asset. If expanded to 60 minutes, I can discuss how we approached including the micro learning, how we gathered data surrounding the micro learning, and what our next steps on research about the micro learning assets. This would happen after the intro to what micro learning is as outlined below.

For the first 5 to 10 minutes, I would like to talk about what micro learning is and how micro learning has been applied at my institution.

For the remainder of the session, I will have multiple devices that can show the different types of micro learning that has been used at my institution and other micro learnings that are still in development.

While the technology is being passed around and experienced, I would like to wrap up the last 10 minutes as a discussion about other ways that the audience could see using a micro learning concept at their institution or future application of micro learning in online and on ground instruction.

4) Application to Conference theme:

How does your session fit with the overall OBTC theme of *Navigating the Changing Currents*?

The demographic of student continues to change and the ways that students want to learn continues to change, especially in an online format. Just-in-time micro learnings can be personalized to the online student's level of readiness and can be applied through tradition methods like classroom activities or adaptive technologies that utilizes email and learning management systems. By providing students with timely support in meaningful bite-sized pieces at the most high risk periods of the

student's academic career, institutions can serve students while meeting academic and instructional retention goals. Research on new student on-boarding and orientations show that students do not benefit from information that is not immediately applicable.

As management educators, identifying ways to change our approach in providing content whether online or in the classroom will aid in retention and a richer student experience. This session will identify ways that micro learning can be applied to management content.

5) Unique Contribution to OBTC:

Have you presented the work in this proposal before? If so, how will it be different? Is this proposal under current review somewhere else? If so, please explain. How will your proposal be different for the OBTC conference?

I have presented the concept of micro learning at the OLC Accelerate as a demo of what a micro learning can look like. This proposal will discuss more about the theory behind building them, the collaboration needed to build them, and show different examples of how they can be used effectively in management education for online and on ground students. This concept is not under review in any other venue or publication.